

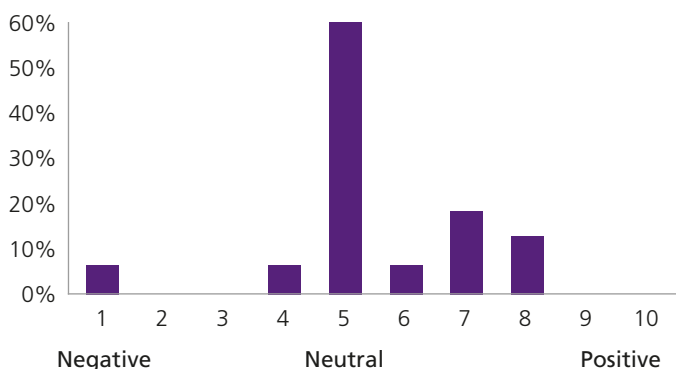
August 2020

Middle East IR *Pulse*

Welcome to the Middle East IR Pulse, a monthly report and webinar on what matters most to IR professionals and their organizations across the Middle East and North Africa.

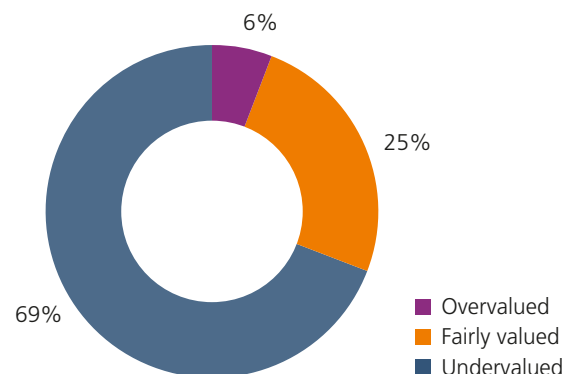
Through the insights and market intelligence of our panel of senior IR experts, we aim to deliver a quick and useful snapshot of the current state of IR in our region and unlock trends and intelligence to help drive better planning and decision making for our IR community.

1) Overall investor sentiment towards my market today is...



38% of IR experts surveyed believe investors currently feel positive about their market, to varying degrees, a decrease of almost **10%** since last month's survey.

2) I believe that my company is currently...

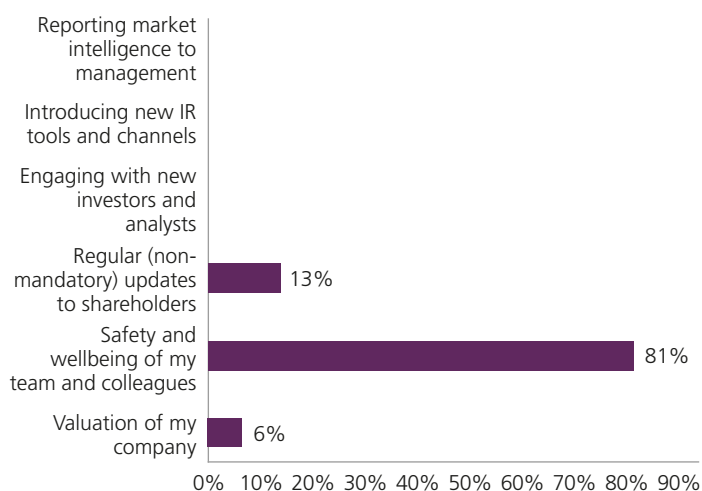


69% of IR experts surveyed believe their company is currently 'undervalued', a significant increase of **19%** from last month.

“The IR Pulse is a timely initiative that seeks to aid IR teams in their planning at a time when we need most insight given the continued uncertainty and volatility we face in regional markets. At the same time, as the most recent survey results suggest, we're doing a great job of looking after our people. The ascent of ESG must feature in IR as discerning investors demand more, so let's plan and be ready to make a difference to our businesses and broader stakeholders.”

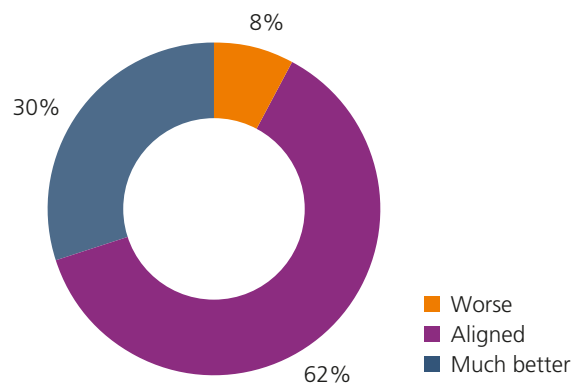
John Gollifer, General Manager, MEIRA

3) My primary professional focus right now is...



'Safety and wellbeing of my team and colleagues' maintained its position as the #1 "primary professional focus", increasing **10%** to **81%** of IR experts surveyed.

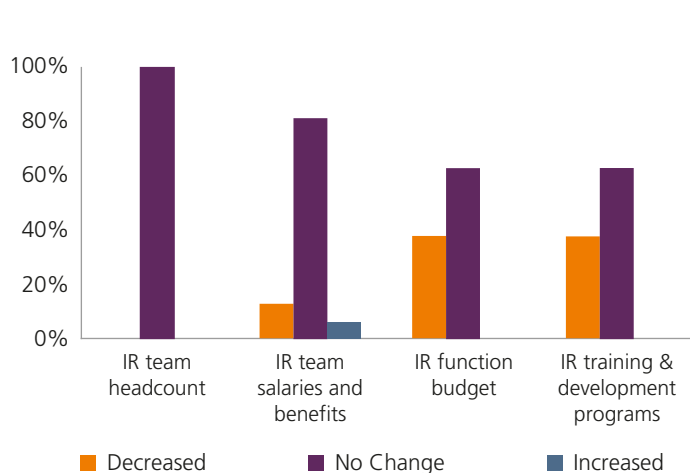
4) Our 1H/Q2 earnings were _____ than investors' and analysts' expectations for the period.



62% of respondents who had released their earnings at the time of the survey said their results were in line with their investors' and analysts' expectations for the period.

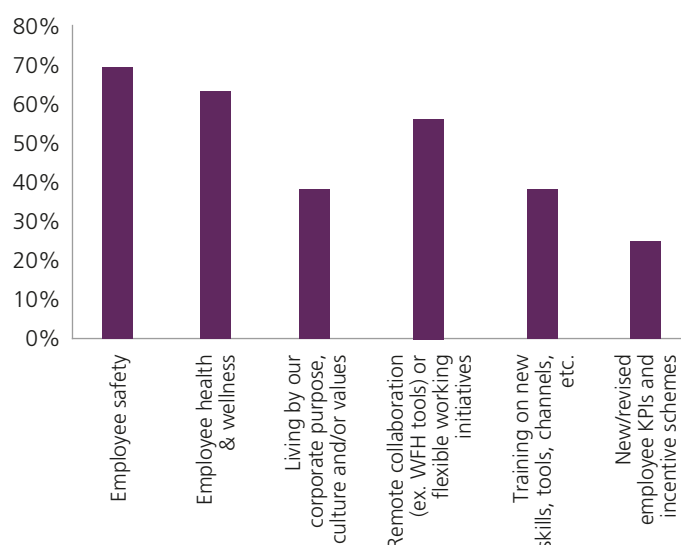
My team and colleagues

5) In the last quarter, our...



There was no change in IR team headcount among the companies surveyed, while both IR budgets and training/development programs have decreased for **38%** of respondents.

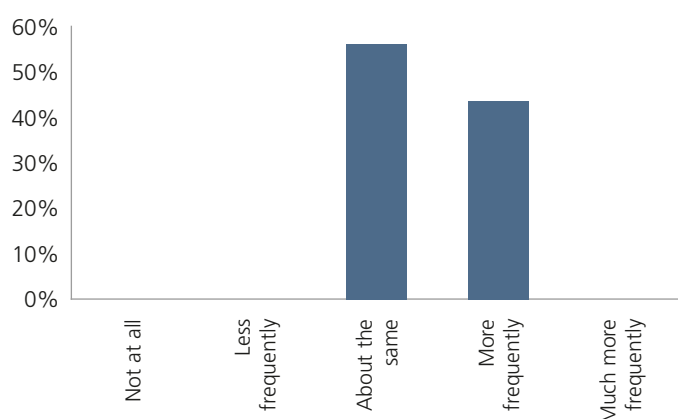
6) Within the next 3 months, my company is planning to launch new employee initiatives focused on:



Companies surveyed remain active in launching new employee initiatives in the short term, with **69%** planning new employee safety initiatives within the next 3 months.

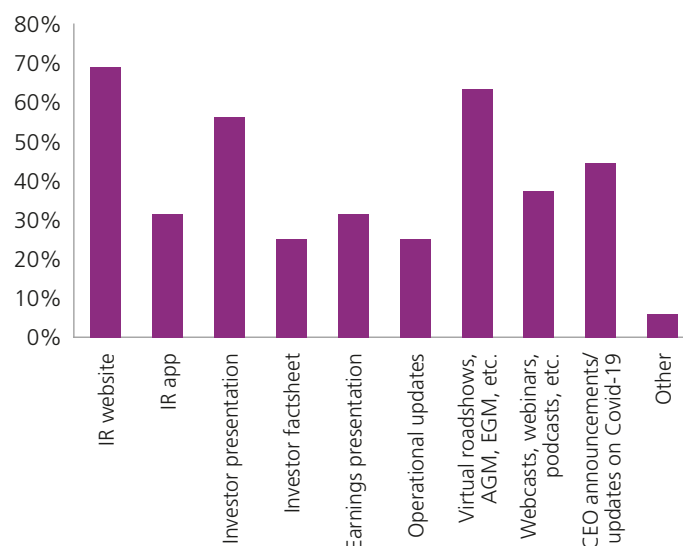
The way we work

7) In the last month, we have been communicating with our shareholders and other key stakeholders _____ than in the month before.



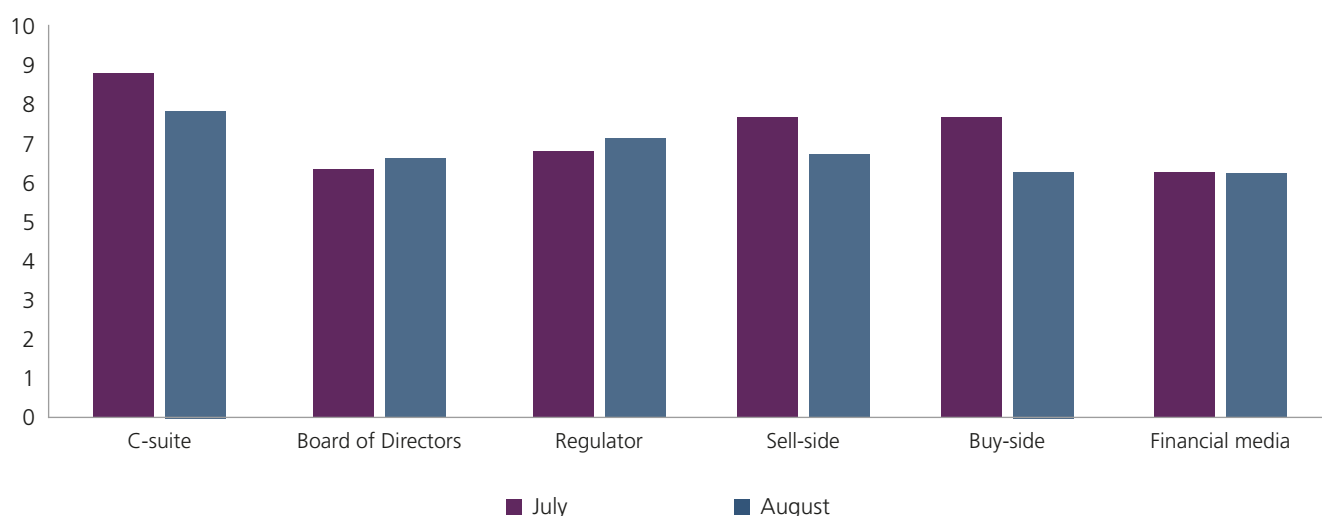
The frequency of stakeholder communication continued to accelerate, with just under half (**44%**) of companies surveyed reporting more frequent communication with their shareholders and other key stakeholders than in the previous month.

8) In the last month, we have introduced and/or improved the following tools/channels for engaging with our stakeholders:



69% of companies surveyed made improvements to their IR websites over the last month, while virtual engagement tools and channels took on increased importance this month, as companies released their 1H/Q2 results.

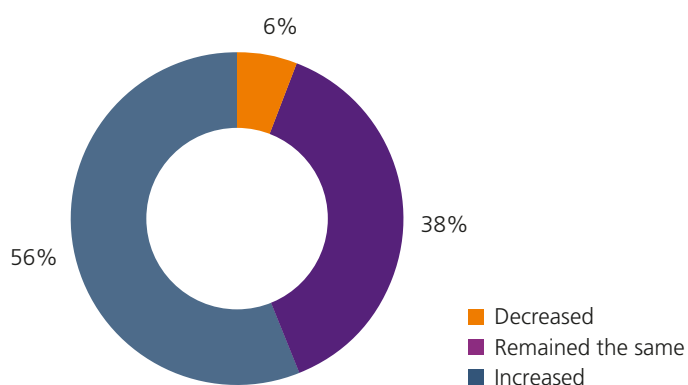
9) Our current level of Investor Relations engagement with...



IR experts surveyed reported a significant decrease in engagement with key stakeholders in the last month, with engagement with c-suite (**-11%**), buy-side (**-18%**) and sell-side (**-12%**) analysts all down month-on-month.

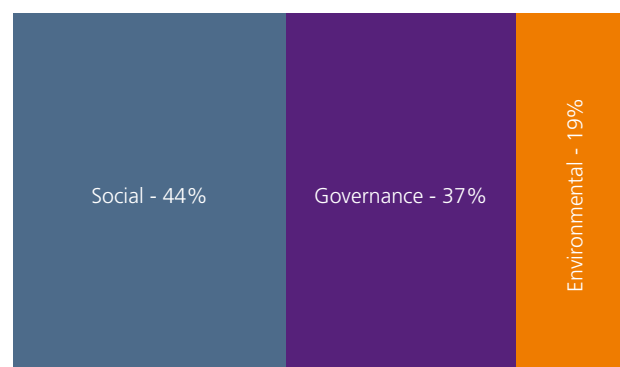
ESG in focus

10) In the last month, the importance of ESG for my company and shareholders has...



The importance of ESG continues to accelerate, with **56%** of IR experts surveyed answering that ESG has become more important for their company and shareholders in the last month.

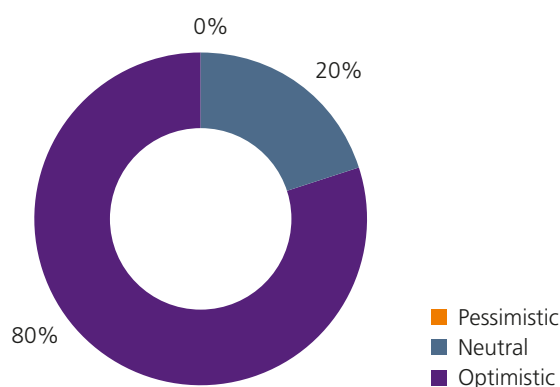
11) In the last month, the following ESG pillar has been the most important to our stakeholders...



44% of IR experts surveyed said 'Social' was the most important ESG pillar for their stakeholders in the last month, down **4%** compared to the previous month, with 'Governance' steady at **37%** and 'Environmental' rising to **19%**.

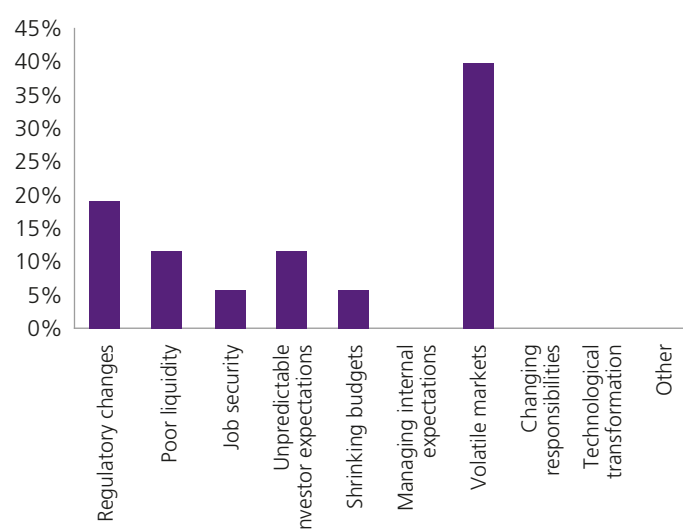
Looking forward

12) I feel _____ about my company's prospects over the coming 3 months.



4 out of 5 IR experts surveyed are optimistic about their company's prospects over the coming 3 months, up **20%** since the previous report.

13) My biggest professional concern over the coming 3 months is...



'Volatile markets' was once again the biggest professional concern for the coming 3 months, increasing from **28%** to **40%** of respondents, while 'Regulatory changes' jumped from only **5%** to **20%** to take the second spot.

Acknowledgements

A huge thanks to the senior IR leaders who continue to take the time to contribute their insights and expertise to the Middle East IR Pulse. They represent issuers headquartered in countries across MENA, and their insights are of immense value to us. We greatly appreciate their support for the Pulse, MEIRA and the wider regional IR community.

Get in touch

We'd love to hear from you, so please don't hesitate to get in touch:

-INSTINCTIF
PARTNERS

+971 4369 9353
middleeast@instinctif.com
www.instinctif.com

 middle east
investor relations
association

+971 4516 3043
info@meira.me
www.meira.me



PROSE · SOLUTIONS
CONTENT DEVELOPMENT & CONSULTANCY

+971 4455 8592
info@prose-solutions.com
www.prose-solutions.com